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DANNER COTTON COUNTY

MEMPHIS, CAPITAL CITY, LEAD-
ER IN PROGRESS, COMMERCE
AND BUSY MANUFAC-
TURE INDUSTRIES.

By Daily News Staff Correspondent:
Memphis, Tex., March 23.—While Hall county is known in happy sobriquet as "The Heart of the Upper Red River Valley," Hall county and the Upper Red River Valley are practically synonymous terms, as there is very little indeed of this wide, fertile and famous valley which is not included in Hall county limits.

County Worth in Valley Values.
Hall county is centrally located east and west by the Upper Red river, whose valley areas obtain through the entire county limits. The county is practically 36x36 miles in area, and has an approximation of 600,000 acres of which 75 per cent are tillable, while the remaining 25 per cent is ideal in stock farm character. This year about 150,000 acres will be farmed in the county which leaves a quarter of a million acres still to be placed under the plow—the prices of these yet virgin acres ranging from \$15 to \$25 per acre, according to location, while improved lands are held at from \$25 to \$45 per acre. County soil ranges from a rich sandy loam to dark chocolate, and is of such friable character that three acres can be cultivated with less labor than two acres of the black lands of more southern Texas localities.

Diversification of Crops.

There is probably no farming region, even in the great Texas Panhandle, which counts more diversified and prolific crops than Hall county's fertile valley lands, with a correspondingly profitable and large division of diversified dollars. Here, alike grown in perfection, cotton, corn, milo maize, kaffir, alfalfa, sunflower, broom corn, millet, wheat, oats, peanuts, cowpeas, market garden vegetables, melons, and fruits, while rye, barley, flax and buckwheat only need planting to rank well in the county's diversified harvests.

Ideal Stock Farming.

The 25 per cent non-tillable lands of the county are located in the river breaks and are luxuriantly grassed, prolifically watered from living springs and running streams of the purest water, and excellently winter sheltered, and while these lands are classed as non-tillable, they contain park and basin areas which, on account of shallow depths to water, are naturally adapted to prolific sub-irrigation of alfalfa, fruit and vegetable, and these lands can be purchased at from \$7.50 to \$15 per acre and constitute one of the great still only partially developed resources of the county.

Ho! For the Man With the Hoe.

With the coming of the man with the hoe the large cattle ranches and ranches of the county passed out and there is probably no county in the state that can show for the past con-

FOR RENT.

Three unfurnished rooms in modern dwelling.

FOR SALE.

RATE—One cent a word first insertion.

MISCELLANEOUS NOTICES.



STREET SCENE IN MEMPHIS.

PROFESSIONAL CARDS



NATIONAL BANK IN UPPER LEFT HAND CORNER.

century fifteen years a more uniform, prosperous farming record than Hall county, an illustration of which is the fact that agricultural lands for the past ten years have paid from fifteen to twenty per cent on present valuation.

Harvest Returns—Cotton to Front.

Chief among Hall county's diversified products is cotton, from sixty to seventy per cent of the crop plantings being the sweat white staple, and there is sufficient reason for this, as cotton has proved, year in and year out, that it can be more successfully grown here than in any other parts of this great cotton-producing state. Hall county in the particular well draining and small areas wearing the title of "The Cotton County of Texas."

In 1910 the country produced 100,000 bales of cotton from 1,000 to 1,500 acres in excess of 60,000—or an average yield of 160 bales to the acre, the crop averaging 10,000 tons of cotton seed, which marketed at an average of \$2.50 per ton. Last year the cotton averaged between 27,000 and 30,000 bales, while this year an approximate 100,000 cotton acres will be raised.

The county had a cotton mill and cotton oil cake and meal mill and will probably have a cotton compress for operation this fall.

A Discovery That Means Dollars.

The company has lately discovered that its brick clay naturally contains the coloring materials of gray, bluish-gray and white speckled red face brick—these coloring materials being elsewhere imported, some of them from Turkey, at a heavy expense and a further outlay in the preparation for actual brick coloring. In this discovery of natural coloring material that of the white speckled red face brick is especially valuable and the Memphis company will make a heavy specialty of the manufacture of this alike beautiful, rare and costly building brick.

4000 tons of which were produced at the mill, while the other 8000 tons were shipped in from other plants and re-shipped out. The mill also produced enough cotton oil seed to fatten, together with half 3,000 head of local steers, weighing out an average of 1,200 pounds and sealing at 6 cents. The mill has sufficient capacity to have produced the entire 10,000 tons of cotton oil taken by the company handled last year, but its available cotton oil did not furnish sufficient seed for the purpose. With the coming of the Atlantic railroad, however, the mill will command cotton seed up to its capacity and will very probably be enlarged.

Memphis Brick.

One of the most notable of recent western industries is the Memphis Press Brick Company. This plant has an exhaustless deposit of semi-fire clay of super-ceramic quality and is marketing its products at its present running of 10,000 brick daily.

It manufactures bricks face glazed in white, red and buff colors and also puts out excellent equations and fire brick. It is the only firebrick plant in Texas west of Dallas, a fact which together with its exceptionally fine products, is to speedily result in a distribution of its capacity and market radius.

Other Club Enterprises.

Other Commercial Club enterprises slated for this year are the securing of Memphis of a \$30,000 cotton compress with a compressing capacity of 35,000 bales; a creamery; a mattress factory; a broom factory; a candy factory; and one or more wholesale grocery houses; while the rapidly developing fruit and garden vegetable growths throughout the

county will soon mean a canning factory and its preserving and pickling works at Memphis.

Hog and Corn Clubs.

This club, recently organized, has already secured for Memphis a \$10,000 public library, and last year in the city this year the annual meetings of both the Panhandle Medical Association and the Western Swine Breeders Association has definitely and largely promoted county road roads, has secured for Memphis the coming August meeting of the Panhandle Press Association, and has just captured from several competing cities Amarillo among the number, this summer's reunion of the Panhandle Confederate Veterans.

Perhaps the greatest success that has come to any line of work the club has enforced has been the results at the Dallas Fair Exhibit. This exhibit was one of the best at the Fair and captured several prizes. The club kept a full force on hand during the Fair to talk Hall county, and Memphis grain dealers and as a result the secretary has had hundreds of inquiries about the large supply of hafir corn and maize, on account of having seen this exhibit at the Fair.

This Year's City Improvements.

Memphis already indicates that she will have many new improvements this year both in buildings and other construction work.

Arrangements are now about per-

fected for the erection of three new brick business houses to cost \$15,000 each, while construction will soon begin on half a dozen new residences at costs ranging from \$2,000 to \$8,000. From five to ten miles of new cement sidewalks will be put down this year, giving the city a total sidewalk length of about twenty-five miles.

The street surface of the principal business square of the city has lately been raised six inches with sloping from the street centers, thus giving high and dry streets even in rainy weather.

All residence portions of the city are outlying in this particular are being rapidly connected up with the excellent city sewerage system.

The already numerous shade trees of the city are always being added to, while Memphis lately purchased and distributed for planting 17,000 shade trees among the school children of the county at large. County and city shade tree varieties include the black locust, mulberry, elm, ash, maple and North Carolina poplar.

The City Band.

The famous Memphis band has emerged from its home winter quarters and is actively preparing for this season's work. This band is always in urgent demand over the Southwest and South and owns no rival in the Panhandle roads.

The New Carnegie Library.

This library speaks volumes for the literary taste of the citizenship of Memphis and the Commercial club under whose auspices it is being pro-

duced.

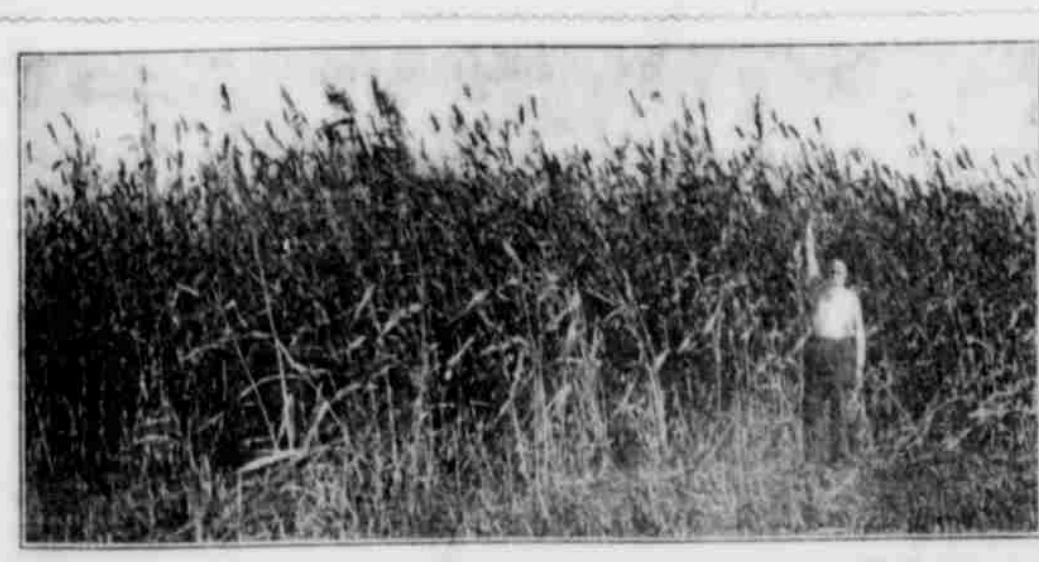
The perspective of the plans selected shows a building of the high basement type to be finished to harmonize thoroughly with the three beautiful church buildings which are all within one block of the library, forming a group of four of the finest public buildings to be found in any town between Fort Worth and Amarillo, and certainly no town the size of Memphis in the south can show the equal.

This library is to have a lecture room 12x16 provided with a rostrum with stage effect and already the library committee is planning to

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PEACH TREE IN W. L. STEPHENS' ORCHARD NEAR MEMPHIS.



UNCLE RUBE WILLIAMS IN HIS SARGASSUM FIELD, NEAR MEMPHIS.